

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Kelly SONDEREGGER et al. CONFIRMATION No.: 5143
SERIAL NUMBER : 09/821,040 EXAMINER: Robert M. Pond
FILING DATE : March 30, 2001 ART UNIT: 3625
FOR : ANONYMOUS SHOPPING TRANSACTIONS ON A NETWORK THROUGH INFORMATION BROKER
SERVICES

RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Non-Final Office Action mailed **August 7, 2007**, please amend the above-identified application as follows:

Amendments to the Claims begin on page **2** of this paper.

Remarks/Arguments begin on page **9** of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned for under 37 C.F.R. § 1.136(a), and any fees required therefore (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 033975 (**Ref. No. 062070-0311750**).